



Azur 350A Top Tips for selling success

Cambridge Audio ups the game in the budget sector with the new-from-the-ground-up 350 Series.

Introducing the new Azur 350A integrated amplifier...

- Amazing performance for the money! Designing a high quality but cost effective audio amplifier is far more difficult than doing the same thing with an unlimited budget. However, using the expertise and experience that Cambridge Audio brings to its product design process we have been able to deliver a first-class affordable amplifier in the shape of the 350A.



The supplied Navigator remote not only controls the amplifier and matching CD player, but also fully controls an iPod in the Cambridge Audio ID50 dock, as well as other Apple code compatible docks

Did you know?

- True power! Power supply is a vital part of any power amplifier. The 350A has an audiophile grade toroidal transformer, especially selected for its low external magnetic field and is used in conjunction with generously specified reservoir capacitors and a substantial extruded heatsink, allowing it to accurately and cleanly deliver a true 45 watts per channel into 8 ohms.
- Continuing the audiophile specification, separate high quality Integrated Circuit Amplifier modules are used for each channel for freedom from crosstalk and the best possible stereo imaging.

For added convenience, the 350A also features a front mounted headphone socket, allowing connection of headphones with a 1/4" jack plug connector.

Did you know?

- Key to the 350A's control and accuracy is an all new, high end ALPS Blackbox volume encoder – the same one that has already proven itself in the amazing Cambridge Audio 650A! All the signal goes through this encoder at all times so this is a key component. Benefits include perfect channel balance at all volume levels and improved stereo separation.

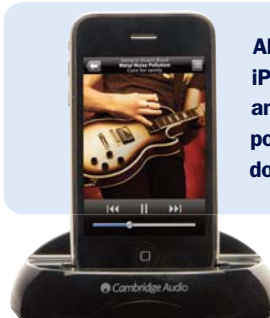
TOP TIP!

Show the customer the auto selection feature when connecting the front mounted 3.5mm input to an iPod/MP3 player

- Incredible flexibility! With 5 rear inputs, a Tape Input and a Record Output the 350A can support a wide range of external sources. Additionally, a front panel MP3/Portable Media Player input has been fitted which can be used with the headphone or line-level outputs of an iPod and most other portable players or laptops.

Demo Tip!

Always have an ID50 iPod dock connected to the amplifier and keep an iPod in your pocket in case the customer doesn't have theirs.



350A reverse



A&B Loudspeaker terminals

Detachable IEC mains lead

- Adding to the versatility of this amplifier, the 350A also features twin speaker outputs (ideal for the kitchen!). This means that your customer can enjoy listening to a second pair of speakers, or can bi-wire a high quality single pair of speakers.
- Continuing the new Azur look! The 350A is enveloped in a new casework design featuring a thicker brushed aluminium front panel, a seamless wrap-over lid assembly with no visible screws and dual layer damped feet, which all contribute to resonance control. All of this improves the sound and gives a much higher quality of look and feel. It's available in black or silver finishes too!
- Full protection against misuse! Overload and short-circuit protection systems continuously monitor the voltage, current and temperature of the output devices, allowing the protection to act positively in case your customer gets a bit too enthusiastic!

- It's crammed full of new technology! The 350A uses new low dissipation polypropylene signal capacitors and custom made electrolytic capacitors in critical positions.



HOT TIP!

Don't forget to allow for interconnects. The internal circuitry is of an exceptionally high standard – the benefit of which is degraded by using cheap interconnects. Why not show your customer the new high quality interconnect range from Cambridge Audio for perfect system matching?